

Rep Order# 6844844 Ver# 4 Status Returned Traffic Order# Printed: 08/23/2012 10:23 AM 1 of 4

EC'd Yes Last Received: 08/22/2012 11:50 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () MENTZER MEDIA Rep Firm
Advertiser () AFP SENATE 600 FAIRMONT AVE, S#306 Sales Office () PHILADELPHIA
Product AFP-SENATE TOWSON, MD 21286 Salesperson () ANJIE BRADY
Estimate# 346 Agency C/P1/P2/E //346
Buyer STEPHANIE KOHLBAUER Flight Dates 08/22/2012 - 08/28/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---
AMERICANS FOR PROSPERITY-SENATE SC=*

--- REMARKS ---
SEE LINE 12,15
THX
NIKA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	7A-9A	TODAY SHOW	:30	\$2,000.00	08/23-08/24	2	1	2	\$4,000.00	
				Buyline Comment: TODAY SHOW								
	2	TH-F	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	08/23-08/24	6	1	6	\$1,200.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	3	TH-F	12P-1P	NEWS AT NOON	:30	\$300.00	08/23-08/24	3	1	3	\$900.00	
				Buyline Comment: NEWS AT NOON								
	4	TH-F	6P-630P	6P NEWS/NBC NEWS	:30	\$2,000.00	08/23-08/24	3	1	3	\$6,000.00	
				Buyline Comment: 6P NEWS/NBC NEWS								
	5	TH-F	11P-1135P	11P NEWS	:30	\$2,000.00	08/23-08/24	2	1	2	\$4,000.00	
				Buyline Comment: 11P NEWS								
	6	TH-F	1135P-1235A	TONITE SHOW	:30	\$500.00	08/23-08/24	3	1	3	\$1,500.00	
				Buyline Comment: TONITE SHOW								
	7	F	10P-11P	DATELINE	:30	\$700.00	08/24-08/24	1	1	1	\$700.00	
				Buyline Comment: DATELINE								
	8	SA	6A-7A	6A NEWS	:30	\$500.00	08/25-08/25	1	1	1	\$500.00	
				Buyline Comment: 6A NEWS								

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TOWSON, MD 21286
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Flight Dates 08/22/2012 - 08/28/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

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	9	SA	7A-8A	Buyline Comment: 7A NEWS	:30	\$800.00	08/25-08/25	1	1	1	\$800.00	
	10	SA	6P-630P	Buyline Comment: WAVY NEWS/NBC NEWS	:30	\$500.00	08/25-08/25	2	1	2	\$1,000.00	
	11	SA	7P-8P	Buyline Comment: ENT. THIS WEEK	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
	*12	SU	7P-8P	Buyline Comment: 7A NEWS Station Remark: V4 TP IS 7-8A	:30	\$800.00	08/26-08/26	1	1	1	\$800.00	
	13	SU	9A-10A	Buyline Comment: MEET THE PRESS	:30	\$1,800.00	08/26-08/26	1	1	1	\$1,800.00	
	14	SU	6P-7P	Buyline Comment: WAVY NEWS/NBC NEWS	:30	\$500.00	08/26-08/26	2	1	2	\$1,000.00	
	*15	SU	7P-8P	Buyline Comment: DATELINE Station Remark: V4 NA DT PRGM CHANGE .MGO: 8/25 8-9P (AGT)	:30	\$400.00	08/26-08/26	1	1	1	\$400.00	
	16	SU	8P-11P	Buyline Comment: FTBL-COLTS/STEELERS	:30	\$3,200.00	08/26-08/26	1	1	1	\$3,200.00	
	17	SU	11P-1135P	Buyline Comment: 11P NEWS	:30	\$2,000.00	08/26-08/26	1	1	1	\$2,000.00	
	18	M	7A-9A	Buyline Comment: TODAY SHOW	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	

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	19	M-TU	11A-12P		:30	\$200.00	08/27-08/28	4	1	4	\$800.00	
Buyline Comment: HAMPTON ROADS SHOW												
	20	M-TU	12P-1P		:30	\$300.00	08/27-08/28	2	1	2	\$600.00	
Buyline Comment: NEWS AT NOON												
	21	M-TU	6P-630P		:30	\$2,000.00	08/27-08/28	2	1	2	\$4,000.00	
Buyline Comment: WAVY NEWS/NEC NEWS												
	22	M-TU	11P-1135P		:30	\$2,000.00	08/27-08/28	2	1	2	\$4,000.00	
Buyline Comment: WAVY NEWS												
	23	M-TU	1135P-1235A		:30	\$500.00	08/27-08/28	2	1	2	\$1,000.00	
Buyline Comment: TONITE SHOW												

---REPORT TOTALS---

Report Totals: 45 / \$42,500.00

---SALES MONTHLY TOTALS---

Aug 12: 32 / \$30,100.00 Sep 12: 13 / \$12,400.00

Sales Totals: 45 / \$42,500.00

Station Totals: 45 / \$42,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$125,000	CATV 0%	WAVY 34%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 0%	WVBT 6%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null

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Demos RA35+		

--- CREDIT RISK ---
CASH IN ADVANCE